

IDAHO STATE LIQUOR DIVISION  
FEBRUARY 2010 LISTING MEETING  
GROSS PROFIT TARGETS  
SET FOR PRODUCTS SELECTED  
(TARGET CALCULATION WILL BEGIN 5-1-10)

CATEGORY	SIZE	CAT/SIZE AVERAGE 12 MO GP PER SKU PER NOV 2009 GP REPORT	Q2 AVERAGE GP : FEB 2010 LISTING MEETING NEW PRODUCT 12 MONTH GP TARGET	Q1 AVERAGE GP : FEB 2010 LISTING MEETING NEW PRODUCT 12 MONTH GP TARGET	GROSS PROFIT TARGET SET FOR PRODUCTS LISTED
BOURBONS, BLENDS, WHISKEY, TENN	750	\$58,623.15	12,620.21	6,117.11	\$9,368.66
BOURBONS, BLENDS, WHISKEY, TENN	1.75	\$110,875.78	45,570.64	18,475.70	\$32,023.17
CANADIAN	750	\$138,952.72	40,459.61	15,918.38	\$28,188.99
CANADIAN	1.75	\$251,834.02	120,845.14	62,982.81	\$91,913.97
COCKTAILS AND PRE-MIX ALL SIZES	750	\$7,890.34	396.85	190.90	\$10,729.00
COCKTAILS AND PRE-MIX ALL SIZES	1.75				\$12,020.00
COFFEE & CREMES (DOM AND IMP)	750	37,091.33	13,606.13	5,498.82	\$9,552.48
COGNAC & BRANDY-DOM & IMP, STD & FLAV	750	\$19,396.14	8,656.24	5,003.74	\$6,829.99
COGNAC & BRANDY-DOM & IMP, STD & FLAV	1.75	47,661.25	Unable to calculate due to small sample		\$6,829.99
CORDIALS & LIQUEURS	750	\$44,099.00	8,791.73	3,086.06	\$5,938.89
GIN, DOM & IMP, STD & FLAVORED	750	\$38,059.08	21,496.73	8,530.92	\$15,013.82
GIN, DOM & IMP, STD & FLAVORED	1.75	\$61,024.13	37,353.03	16,762.26	\$27,057.65
SCOTCH-IRISH-SINGLE MALT SCOTCH	750	\$23,576.95	14,049.23	3,823.91	\$8,936.57
SCOTCH-IRISH-SINGLE MALT SCOTCH	1.75	\$40,678.27	27,341.57	15,947.54	\$21,644.55
RUM-FLAVORED	750	\$74,525.60	18,358.07	10,210.84	\$14,284.45
RUM-FLAVORED	1.75	\$98,684.97	26,696.72	16,929.88	\$21,813.30
RUM-STANDARD	750	\$36,851.73	11,039.93	5,273.33	\$8,156.63
RUM-STANDARD	1.75	\$70,999.99	35,267.45	19,642.77	\$27,455.11
SCHNAPPS	750	\$25,319.86	7,993.87	3,793.91	\$5,893.89
SCHNAPPS	1.75		Unable to calculate due to small sample		\$5,893.89
TEQUILA AND TEQUILA-LIKE PRODUCTS	750	\$47,471.61	14,032.75	5,014.81	\$9,523.78
TEQUILA AND TEQUILA-LIKE PRODUCTS	1.75	\$57,549.45	33,720.18	15,146.10	\$24,433.14
VODKA-DOM-FLAVORED	750	\$38,244.87	16,380.38	7,668.88	\$12,024.63
VODKA-DOM-FLAVORED	1.75		Unable to calculate due to small sample		\$12,024.63
VODKA-DOM-STANDARD	750	\$88,964.32	46,149.31	14,642.56	\$30,395.93
VODKA-DOM-STANDARD	1.75	\$270,804.14	148,087.37	79,389.94	\$113,738.66
VODKA-IMPORTED-FLAVORED	750	\$27,527.83	14,283.36	10,602.83	\$12,443.10
VODKA-IMPORTED-FLAVORED	1.75		Unable to calculate due to small sample		\$12,443.10
VODKA-IMPORTED-STANDARD	750	\$99,811.51	20,847.34	10,602.83	\$15,725.08
VODKA-IMPORTED-STANDARD	1.75		Unable to calculate due to small sample		\$15,725.08
WINE, PORT, VERM, TRIP SEC, SHERRY	750	\$4,228.40	2,327.08	724.70	\$1,525.89
RELATED PRODUCTS	ALL SIZES				\$1,353.00

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